

EMITAPE MAGNETIC RECORDING TAPE—

the finest in the world

EMITAPE	Type No.	Spool size		Approx. length		Playing time per track 3 $\frac{3}{4}$ IPS	U.K. PRICES	
		inches	cms.	feet	metres			In Emicase
100 *								
extra-thin †	100/3	3	8	400	122	21 20	17.0	—
double-play tape.	100/6	4	10	600	183	32 0	£1. 5.0	—
100% more	100/12	5	13	1200	366	1 4 0	£2. 5.0	—
recording time	100/18	5 $\frac{1}{2}$	15	1800	549	1 36 0	£2.17.6	—
than standard	100/24	7	18	2400	732	2 8 0	£4. 0.0	—
99 *								
long-play tape †	99/3	3	8	250	76	13 20	9.6	—
on thin base.	99/4	4	10	450	137	24 0	14.6	—
50% more	99/9	5	13	900	270	48 0	£1. 8.0	£1.10.6
recording	99/12	5 $\frac{1}{2}$	15	1200	366	1 4 0	£1.15.0	£1.17.6
time than	99/18	7	18	1800	549	1 36 0	£2.10.0	£2.12.6
standard	99/24	8 $\frac{1}{2}$	21	2400	732	2 8 0	£3.12.6	—
88 †								
standard-play	88/3	3	8	175	53	9 20	7.6	—
tape, maximum	88/4	4	10	300	91	16 0	10.6	—
durability for	88/6	5	13	600	183	32 0	£1. 1.0	£1. 3.6
general use	88/9	5 $\frac{1}{2}$	15	900	270	48 0	£1. 8.0	£1.10.6
	88/12	7	18	1200	366	1 4 0	£1.15.0	£1.17.6
	88/18	8 $\frac{1}{2}$	21	1800	549	1 36 0	£2.17.6	—
44 †								
acetate	44/3	3	8	175	53	9 20	6.9	—
standard-	44/6	5	13	600	183	32 0	18.0	—
play tape	44/9	5 $\frac{1}{2}$	15	850	259	45 20	£1. 4.6	—
	44/12	7	18	1200	366	1 4 0	£1.10.0	—

The above figures are calculated times, and do not allow for slow- or fast-running motors, mechanical variations, etc.

*Specially recommended for 4 track machines and slow speed recording.

†Also available on 3 $\frac{1}{4}$ " spools with the same length of tape and at the same price, Code -/3N.

THIS recording is on Emitape. When you hear it you'll realise that this is no ordinary tape. Its fidelity is remarkable—as close, in fact, to the original as modern techniques can make it.

Emitape always gives as good as it gets. It's used by professionals all over the world. Perhaps you use it for *your* recording.

If you don't, you should try it.

Emitape

E.M.I. TAPE LIMITED · HAYES · MIDDLESEX

Unauthorised re-recording on to tape of commercial records constitutes an infringement of the recording company's copyright.